

FINAL PROJECT
**“VISUAL IDENTITY DESIGN OF LARAS FOOD TO STRENGTHEN
BRAND AWARENESS”**

To Fulfill Partial Requirements for Obtaining a Bachelor's Degree (S-1)



By:

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STUDY PROGRAM OF VISUAL COMMUNICATION DESIGN
FACULTY OF ARCHITECTURE AND DESIGN
UNIVERSITAS PEMBANGUNAN NASIONAL “VETERAN” JAWA TIMUR
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2025/2026

APPROVAL PAGE

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AGREEMENT PAGE

**VISUAL IDENTITY DESIGN OF LARAS FOOD TO STRENGTHEN BRAND
AWARENESS**

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STATEMENT OF FREE PLAGIARISM

I, the undersigned:

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I declare that in this scientific document of Final Project there is no part of another scientific work that has been submitted to obtain an academic degree at a Higher Education institution, and there is also no work or opinion that has been written or published by another person/institution, except those that are writtenly cited in this document and stated in full in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. plagiarism. If in the future there is an indication of plagiarism in this Final Project, I am willing to accept sanctions in accordance with applicable laws and regulations.

Thus, I make this statement letter truthfully without any coercion from anyone and to be used as it should be

Gresik, May 21, 2026

Who Made the Statement



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ABSTRACT

The rapid development of technology has significantly altered modern lifestyles. Many individuals now lead highly productive, fast-paced lives with demanding schedules. This shift has led people to choose convenience foods, such as frozen food, as a means of time efficiency. One such frozen food brand is Laras Food, located in Driyorejo, Gresik. However, in the current era, numerous competitors have emerged with creative, innovative, and eye-catching branding. Consequently, a strong visual identity is essential to enhance and strengthen brand awareness.

The design process method uses a Mixed Method approach, combining qualitative and quantitative research. The qualitative method involves observation resulting in descriptive analysis, while the quantitative method pertains to numerical data. Through these data collection methods, both primary and secondary data were obtained and subsequently analyzed using descriptive techniques. The design framework follows the 7 Stages of Design Thinking: empathize, define, ideate, prototype, test, implement, and iteration.

Analysis results indicate that many questionnaire respondents are not yet familiar with the Laras Food brand. Among those who do recognize it, there is a consensus that the current visual identity specifically the logo does not adequately reflect the Figure of a frozen food product, appearing outdated and obsolete. This serves as a factor that may decrease sales performance, as the brand struggles to compete with the superior branding of its competitors.

Therefore, it is necessary to redesign Laras Food's visual identity to align with its desired brand Figure. This aims to improve competitiveness against similar brands and boost sales. The visual identity design includes the logo, supergraphics, color palette, typography, and other supporting elements. Through a consistent visual identity, the brand's existence and awareness can be solidified in the minds of the public, ultimately establishing a positive and unique corporate Figure.

Keywords: Visual identity, logo, brand awareness.

FOREWORD

The author offers praise and gratitude to Allah SWT for all the blessings, mercy, and grace provided, allowing the author to complete this final project titled “Visual Identity Design of Laras Food to Strengthen Brand Awareness.” May this design bring positive benefits to Laras Food as a partner and enable the brand to be more widely recognized by the public.

The author would like to express profound gratitude to the many parties who have assisted throughout the entire design process. This gratitude and appreciation are extended to:

1. God Almighty, Allah SWT, for the countless blessings, protection, life, and health that have been continuously granted.
2. Beloved Parents, Father and Mother, along with other family members, who have always supported the author's aspirations and happiness, and provided for both material and moral needs.
3. Primary Supervisor, Mr. Pungky Febi Arifianto, S.Sn., M.Sn., who consistently provided guidance in the form of direction, suggestions, and valuable lessons from the beginning to the completion of this design.
4. Secondary Supervisor, Mr. Aditya Rahman Yani, S.T., M.Med.Kom.; Primary Examiner, Mrs. Diana Aqidatun Nisa, S.T., M.Ds.; and Secondary Examiner, Mrs. Aileena Solicitor Costa Rica El Chidtian, S.T., M.Ds.
5. The stakeholders and partners of Laras Food, specifically Ms. Tia Mariana, Mr. Ridho, and other colleagues who facilitated the smooth process of data collection.
6. Dina Mahesti, a dear friend since the first day of college, fellow department mate, and peer under the same supervisor and topic, who always accompanied and supported the author in exchanging thoughts for the completion of this final project.
7. Salsabilla Sofia Azzahra and Alnaya Tarisa Putri, who were always willing to be a place to share concerns and exchange constructive creative ideas.

In conclusion, the author realizes that this design report is far from perfect. However, the author hopes that this work can provide a positive contribution and serve as a learning reference for readers in the future.

Gresik, April 29, 2026



Rochma Nur Hidayah

TABLE OF CONTENTS

APPROVAL PAGE.....	ii
AGREEMENT PAGE.....	iii
STATEMENT OF FREE PLAGIARISM	iv
ABSTRACT	v
FOREWORD.....	vi
TABLE OF CONTENTS.....	viii
LIST OF FIGURES	xii
LIST OF TABLES	xv
LIST OF APPENDIX	xvi
CHAPTER 1	1
INTRODUCTION	1
1.1 Background of The Study	1
1.2 Problem Identification	5
1.3 Problem Statement	6
1.4 Scope and Limitation	6
1.5 Design Objectives	6
1.6 Design Benefits.....	6
1.6.1 Benefits for Writers	7
1.6.2 Benefits for Laras Food.....	7
1.6.3. Benefits for the Community.....	7
1.7 Design Framework.....	8
CHAPTER II	9
LITERATURE REVIEW AND EXISTING STUDIES	9
2.1 Operational Definition of Title.....	9

2.1.1 Definition of Visual Identity.....	9
2.1.2 Definition of Brand Awareness	9
2.2 Theoretical Foundations.....	9
2.2.1 Branding.....	9
2.2.2 Brand Awareness	10
2.2.3 Visual Identity	11
2.2.4 Logo	11
2.2.5 Color.....	13
2.2.6 Theory Gestalt.....	16
2.2.7 Typography.....	18
2.2.8 Layout.....	22
2.2.9 Graphic Standard Manual.....	23
2.2.10 Design Thinking.....	24
2.3 Existing Studies	25
2.3.1 Logo	25
1.3.2 Packaging	27
2.3.3 Booth	28
2.3.4 Banner	30
2.4 Comparative Studies	31
2.4.1 Logo	31
2.4.2 Packaging	33
2.4.3 Booth	34
2.4.4 Banner	36
2.5. Competitor Studies.....	38
2.5.1 Logo	38
2.5.2 Packaging	39
2.5.3 Booth and Banner.....	41

CHAPTER III.....	43
DESIGN METHODOLOGY	43
3.1 Design Method.....	43
3.2 Planning Objects	44
3.3 Method of The Research.....	44
3.3.1 Primary Data	44
3.3.2 Secondary Data	46
3.3.3 Target Audience.....	47
3.4 Data Analysis Techniques	48
3.4.1 Interview Data Analysis	49
3.4.2 Questionnaire Data Analysis	54
3.4.3 Observation Data Analysis.....	55
3.4.4 TOWS Matrix Analysis.....	56
3.4.5 Consumer Insight Analysis.....	59
3.4.6 Consumer Journey Analysis.....	60
3.4.7 Unique Selling Proposition (USP) Analysis.....	61
3.5 Data Synthesis.....	62
CHAPTER IV	63
DESIGN AND IMPLEMENTATION DESIGN	63
4.1 Design Concept.....	63
4.1.1 Keyword Formulation	63
4.1.2 Verbal Concepts.....	65
4.1.2 Visual Concepts.....	65
4.1.3 Media Concept	68
4.2 Design Planning Process.....	70
4.2.1 Rough Design.....	71
4.2.2 Comprehensive Design	71

4.2.3 Validation Design	73
4.2.4 Final Design	74
4.3 Implementation Design.....	77
4.3.1 Graphic Standard Manual (GSM)	78
4.3.2 Booth Design.....	78
4.3.3 Brochure	80
4.3.4 Uniform	80
4.3.5 Packaging Design.....	81
4.3.6 Car Freezer Box	83
4.3.7 Instagram Social Media.....	83
4.3.8 Banner	84
4.3.9 Neon Box.....	85
4.3.10 Stationary	85
4.3.11 Merchandise	87
4.3.12 Game Giveaway.....	89
4.4 Draft Project Budget	90
CHAPTER V	93
CONCLUSION	93
5.1 Conclusion	93
5.2 Suggestions	94
BIBLIOGRAPHY	95
APPENDIX	99

LIST OF FIGURES

Figure 1. 1 Busy Urban Society, 2021	1
Figure 1. 2 Laras Food Logo, 2016	2
Figure 1. 3 Survey Data on the Indonesian Frozen Food Market Charting Growth Trajectories: Analysis and Forecasts 2025-2033, 2025	3
Figure 1. 4 Questionnaire Data Results, 2026	4
Figure 1. 5 Design Framework, 2025	8
Figure 2. 1 Hirarki Brand Awareness, 2021.....	11
Figure 2. 2 Logo Letter Mark, 2025	12
Figure 2. 3 Picture Mark Logo and Letter Mark, 2025	12
Figure 2. 4 Logo Picture Mark and Letter Mark, 2025	13
Figure 2. 5 Anatomy Logo, 2025.....	13
Figure 2. 6 Primary Colors, 2021	14
Figure 2. 7 RGB Colors, 2025	14
Figure 2. 8 CMYK Colors, 2021	15
Figure 2. 9 Secondary Colors, 2018	15
Figure 2. 10 Tertiary Colors, 2024.....	16
Figure 2. 11 Proximity, 2022	16
Figure 2. 12 Continuity, 2025	17
Figure 2. 13 Similarity, 2021	17
Figure 2. 14 Simplicity 2025	17
Figure 2. 15 Closure, 2024	18
Figure 2. 16 Figure Ground, 2025	18
Figure 2. 17 Font Gramond, 2023	19
Figure 2. 18 Font Baskerville, 2023	20
Figure 2. 19 Font Bodoni, 2022.....	20
Figure 2. 20 Font Gill Sans & Futura, 2025	21
Figure 2. 21 Font Kaufmann, 2025.....	21
Figure 2. 22 Font Foldnick, 2022	22
Figure 2. 23 Laras Food Logo, 2016	25
Figure 2. 24 Barrel Food Packaging, 2025.....	27

Figure 2. 25 Booth Laras Food, 2024.....	28
Figure 2. 26 Banner Laras Food, 2018	30
Figure 2. 27 Logo Fiesta, 2025.....	31
Figure 2. 28 Fiesta Packaging, 2025.....	33
Figure 2. 29 Booth Fiesta, 2025	34
Figure 2. 30 Banner Party, 2023	36
Figure 2. 31 Dimsum Cetarr Logo, 2025.....	38
Figure 2. 32 Packaging Dimsum Cetarr, 2023.....	39
Figure 2. 33 Booth & Banner Dimsum Cetarr, 2025.....	41
Figure 3. 1 Stages of Design Thinking, 2026.....	43
Figure 3. 2 Interviews with Sources, 2025	45
Figure 3. 3 Interviews with respondents, 2025.....	45
Figure 3. 4 Laras Food Production House, 2025.....	56
Figure 3. 5 Consumer Journey Speakers, 2025	60
Figure 4. 1 Keyword Flow, 2026.....	63
Figure 4. 2 Logo References, 2021.....	66
Figure 4. 3 Color Reference, 2025	66
Figure 4. 4 Typographi References, 2026.....	67
Figure 4. 5 Supergraphic References, 2024.....	67
Figure 4. 6 Brainstorming Keyword, 2026.....	70
Figure 4. 7 Sketsa Kasar Logo, 2026.....	71
Figure 4. 8 Rough Design, 2026.....	71
Figure 4. 9 Digital Logo Sketches, 2026.....	72
Figure 4. 10 Digital Logo Alternatives, 2026.....	72
Figure 4. 11 3 Selected Logo, 2026.....	73
Figure 4. 12 Design Validation, 2026.....	73
Figure 4. 13 Final Logo, 2026.....	74
Figure 4. 14 Logo Configuration, 2026.....	75
Figure 4. 15 GSM Laras Food, 2026	78
Figure 4. 16 Food Barrel Booth Design, 2026	79
Figure 4. 17 Food Barrel Booth Size, 2026.....	79
Figure 4. 18 Brosur Laras Food, 2026.....	80
Figure 4. 19 Polo Uniform, 2026.....	80

Figure 4. 20 Cooking Supplies Food Barrels, 2026	81
Figure 4. 21 Packaging 20 pcs, 2026.....	81
Figure 4. 22 Packaging Thinwall, 2026.....	82
Figure 4. 23 Souvenir Packaging and Thermal Bags, 2026	82
Figure 4. 24 Truck Freezer Box, 2026.....	83
Figure 4. 25 Instagram Feed Designs, 2026	83
Figure 4. 26 Content Calendar & Sosmed Guidance, 2026.....	84
Figure 4. 27 Standing Banner, 2026	84
Figure 4. 28 Neon Box Barrel Food, 2026	85
Figure 4. 29 Business Cards, 2026	85
Figure 4. 30 Receipt Book, 2026.....	86
Figure 4. 31 Laras Food Ballpoint Pens, 2026	86
Figure 4. 32 Stamp Barrel Food, 2026	86
Figure 4. 33 Calendar of Laras Food, 2026.....	87
Figure 4. 34 Laras Food Stickers, 2026.....	87
Figure 4. 35 Totebag Laras Food, 2026.....	88
Figure 4. 36 Safety pin Laras Food, 2026	88
Figure 4. 37 Keychain Laras Food, 2026	89
Figure 4. 38 Game Giveaway, 2026	89

LIST OF TABLES

Table 2. 1 Analysis of the Visual Aspects of the Laras Food Logo	26
Table 2. 2 Analysis of the Visual Aspects of Food Barrel Packaging.....	27
Table 2. 3 Analysis of the Visual Aspects of the Food Barrel Booth.....	28
Table 2. 4 Analysis of the Visual Aspects of Food Barrel Banners	30
Table 2. 5 Analysis of the Visual Aspects of the Fiesta Logo.....	32
Table 2. 6 Analysis of the Visual Aspects of Fiesta Packaging	33
Table 2. 7 Analysis of the Visual Aspects of the Fiesta Booth	35
Table 2. 8 Analysis of the Visual Aspects of the Fiesta Banner.....	36
Table 2. 9 Analysis of the Visual Aspects of the Dimsum Cetarr Logo	38
Table 2. 10 Analysis of the Visual Aspects of Cetarr Dimsum Packaging	40
Table 2. 11 Visual Aspect Analysis of Cetarr Dimsum Booth and Banner.....	41
Table 3. 1 TOWS Matrix Analysis.....	56
Table 3. 2 Customer Journey Activity Schedule.....	60
Table 4. 1 Food Adjustment Planning Program.....	68
Table 4. 2 Laras Food Logo Philosophy.....	74
Table 4. 3 Supergraphic Laras Food	75
Table 4. 4 Draft Project Budget	90

LIST OF APPENDIX

Appendix 1 Interview Cover Letter.....	99
Appendix 2 Draft Interview Laras Food.....	100
Appendix 3 Draft Interview with the Owner of Laras Food	102
Appendix 4 Interviews with Respondents.....	107
Appendix 5 Brainstorming and Mind Mapping	111
Appendix 6 Questionnaire Result 1.....	112
Appendix 7 Seminar Attendance Form	114
Appendix 8 TA Assistance Form	115
Appendix 9 Results of the 1st validation questionnaire	116
Appendix 10 Results of the 2nd Validation Questionnaire.....	117
Appendix 11 Proof of Validation.....	119